

TRANSMITTAL LETTER

Case No: 9623/381	
Applicant No. 09/993,926	Filing Date November 13, 2001
Examiner Kelly Scaggs Campen	Group Art Unit 3624
Inventor(s) Dominic Dough-Ming Cheung et al.	
Title of Invention POSITION BIDDING IN A PAY FOR PLACEMENT DATABASE SEARCH SYSTEM	

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in dup.); Third Supplemental Information Disclosure Statement; PTO 1449 Form; copies of cited references D1 - D15 and return post card.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established..
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

				Small Entity		or	Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9=		x \$18=	
Indep.		Minus			x 42=		x \$84=	
First Presentation of Multiple Dep. Claim					+\$140 =		+\$280=	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

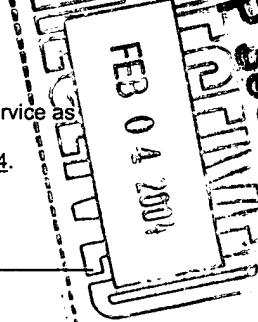
John G. Rauch
 John G. Rauch
 Registration No. 37,218
 Attorney for Applicants
 Customer No. 00757 - Brinks Hofer Gilson & Lione

BRINKS HOFER GILSON & LIONE
 P.O. BOX 10395
 CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to:
 Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on January 13, 2004.

Date: 1/13/04

Signature: *John G. Rauch*



CERTIFICATE OF MAILING

whereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 13, 2004

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative



Signature

1/13/2004

Date of Signature

RECEIVED
JAN 20 2004
GROUP 3600

Our Case No.: 9623/381

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dominic Dough-Ming Cheung

Serial No.: 09/993,926

Filing Date: November 13, 2001

For: POSITION BIDDING IN A PAY FOR
PLACEMENT DATATBASE SEARCH
SYSTEM

Examiner: Kelly Scaggs Campen

Group Art Unit: 3624

THIRD SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Third Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

US PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,778,367	07/07/98	Wesinger, Jr. et al.
5,862,223	01/19/99	Walker et al.
US 6,285,987 B1	09/04/01	Roth et al.

OTHER ART AND RELATED DOCUMENTS

News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
Help on Making Queries – Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

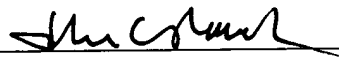
In accordance with 37 C.F.R. § 1.97(g),(h), this Third Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Third Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Third Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

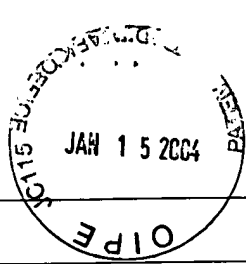
Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: 1/13/2004


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FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE Nov. 13, 2001	GROUP ART UNIT 3624
(use several sheets if necessary)	APPLICANT(S): Dominic Dough-Ming Cheung et al.	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	D1	5,778,367	07/07/98	Wesinger, Jr. et al.	RECEIVED JAN 20 2004	
	D2	5,862,223	01/19/99	Walker et al.		
	D3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	D4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
	D5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
	D6	DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
	D7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
	D8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
	D9	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
	D10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
	D11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
	D12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
	D13	Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
	D14	Help on Making Queries – Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
	D15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;
Draw line through citation if not in conformance and not considered. Include copy of this form with next
communication to applicant.